

ORDER



KLAS

| | | | | |
|--------|----------------------|---------------------|---------------|------------|
| Orders | Order / Rev: | 36786 | Primary AE: | Mike Jones |
| | Alt Order #: | 08832932 | Sales Office: | K-WAS |
| | Product Desc: | CCCC IE | Sales Region: | National |
| | Estimate: | 1308 | | |
| | Flight Dates: | 10/02/12 - 10/08/12 | | |
| | Original Date / Rev: | 07/30/12 / 10/05/12 | | |
| | Order Type: | GENERAL | | |

| | | | | |
|--------|------------------|--------------------------|--------------------|-----------|
| Agency | Name: | Great American Media | Billing Type: | Cash |
| | Buying Contact: | | Billing Calendar: | Broadcast |
| | Billing Contact: | | Billing Cycle: | EOM/EOC |
| | | 1010 Wisconsin Avenue NW | Agency Commission: | 15% |
| | | Washington, DC 20007 | | |

| | | | | |
|------------|----------------|---------------|-------------------------|----------|
| Advertiser | Name: | CCCC | New Business Thru: | |
| | Demographic: | A35+ | Order Separation: | 00:10:00 |
| | Product Codes: | PO4 | Advertiser External ID: | |
| | Priority: | LV2 | Agency External ID: | |
| | Revenue Codes: | AGY, POL, ISS | | |

| | | | | | | | | | |
|------------|----------|---------|--------------|--------------|--------------|---------|--------------|--------------|--------|
| Bill Plan | | | | | Totals | | | | |
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/01/12 | 10/08/12 | 48 | \$120,035.00 | \$102,029.75 | October 2012 | 48 | \$120,035.00 | \$102,029.75 | 0.00 |
| | | | | | Totals | 48 | \$120,035.00 | \$102,029.75 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-----------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|

| | | |
|------------|-------------------------------|------|
| Mike Jones | Start Of Order - End Of Order | 100% |
|------------|-------------------------------|------|

Order Share

| | | |
|------|-------|--------------|
| KLAS | Share | Total |
| | 30% | \$120,035.00 |

| | | |
|--------|------|--------------|
| Market | 100% | \$400,116.67 |
|--------|------|--------------|

Competitive Share

| | | |
|-------|-------|--------------|
| CABLE | Share | Total |
| | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$100,029.17 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$20,005.83 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|----|----------|----------|-------------------|------------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| E 1 | 8 | 10/02/12 | 10/05/12 | 8 News Now 5a M-F | CM | 5-6a | -TWTF-- | :30 | 2 | \$1,000.00 | LV1 | 0.00 | NM | 2 | \$2,000.00 |
| 8 NEWS NOW @ 5A | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | | -TWTF-- | 2 | \$1,000.00 | 0.00 | | | | | | | | |
| E 2 | 8 | 10/02/12 | 10/05/12 | 8 News Now 6a M-F | CM | 6-7a | -TWTF-- | :30 | 2 | \$1,200.00 | LV1 | 0.00 | NM | 2 | \$2,400.00 |
| 8 News Now 6a M-F | | | | | | | | | | | | | | | |

Order / Rev: 36786
Alt Order #: 08832932
Flight Dates: 10/02/12 - 10/08/12

Advertiser: DCCC
Product Desc: DCCC IE
Estimate: 1308

KLAS

Order / Rev: 36786
 Alt Order #: 08832932
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: DCCC
 Product Desc: DCCC IE
 Estimate: 1308

KLAS

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | | | | |
|--------------------------------|----|---|-------------------|---------------------|--------------------------|----------------------------------|---------------------------|-------------------|---------------|---------------|--------------|-------------|------------|-------------|------|-------|-------------|--|--|--|--|--|--|--|--|--|
| E 18 | 8 | 10/02/12 | 10/05/12 | 8 News Now 4p | M-F | CM | 4-5p | | -TWTF-- | :30 | 3 | \$1,300.00 | LV2 | 0.00 | NM | 3 | \$3,900.00 | | | | | | | | | |
| 8 News Now 4p M-F | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 NEWS NOW @ 4P & 430P | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | -TWTF-- | | 3 | | \$1,300.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 19 | 8 | 10/08/12 | 10/08/12 | 8 News Now 4p | M-F | CM | 4-5p | | M----- | :30 | 1 | \$1,300.00 | LV2 | 0.00 | NM | 1 | \$1,300.00 | | | | | | | | | |
| 8 News Now 4p M-F | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 NEWS NOW @ 4P & 430P | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | M----- | | 1 | | \$1,300.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 20 | 8 | 10/02/12 | 10/05/12 | 8 News Now 5-630p | M-FCM | | 5-630p | | -TWTF-- | :30 | 2 | \$1,500.00 | LV2 | 0.00 | NM | 2 | \$3,000.00 | | | | | | | | | |
| 8 News Now 5-630p M-F | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 NEWS NOW @ 5P & 6P | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | -TWTF-- | | 2 | | \$1,500.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 21 | 8 | 10/08/12 | 10/08/12 | 8 News Now 5-630p | M-FCM | | 5-630p | | M----- | :30 | 1 | \$1,500.00 | LV2 | 0.00 | NM | 1 | \$1,500.00 | | | | | | | | | |
| 8 News Now 5-630p M-F | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 NEWS NOW @ 5P & 6P | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | M----- | | 1 | | \$1,500.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 22 | 8 | 10/07/12 | 10/07/12 | 8 News Now Sun 5-7p | CM | 4-430p, 630-7p | | -----S | | :30 | 1 | \$1,500.00 | LV1 | 0.00 | NM | 1 | \$1,500.00 | | | | | | | | | |
| 8 News Now Sun | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 NEWS NOW @ 5P & 6P | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | -----S | | 1 | | \$1,500.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | | | |
| 1 | | 8 | 10/01/12-10/07/12 | 8 News Now Sun 5-7p | | 4-430p, 630-7p | | -----Su | | :30 | (\$1,500.00) | | 0.00 | NM | | | | | | | | | | | | |
| See MG 22.2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | | 8 | 10/07/12-10/07/12 | 8 News Now Sun 5-7p | | 430-5p, 630-7p (4:30 PM-5:00 PM) | | -----Su | | :30 | \$1,500.00 | | 0.00 | NM | | | | | | | | | | | | |
| (M) MG for 22.1 10/07 | | program moved due to NFL football - LM | | | | | | | | | | | | | | | | | | | | | | | | |
| E 27 | 8 | 10/06/12 | 10/06/12 | Sat 7-8p - ET Wknd | Ent Tonight Weekend | CM | 7-8p | | -----S- | :30 | 1 | \$600.00 | LV2 | 0.00 | NM | 1 | \$600.00 | | | | | | | | | |
| ET WEEKEND | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | -----S- | | 1 | | \$600.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 28 | 8 | 10/08/12 | 10/08/12 | Mon 8-9p | How Met Mother/ Partners | CM | 8-9p (8:00 PM-9:00 PM) | | M----- | :30 | 1 | \$9,500.00 | LV2 | 0.00 | NM | 2 | \$9,200.00 | | | | | | | | | |
| HOW I MET MOTHER/2 BROKE GIRLS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | M----- | | 1 | | \$9,500.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| <u>Spot</u> | | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | | | | | | | | | | |
| 1 | | 8 | 10/08/12-10/14/12 | Mon 8-9p | | 8-9p | | (8:00 PM-9:00 PM) | | :30 | (\$9,500.00) | | 0.00 | NM | | | | | | | | | | | | |
| See MG 28.2,28.3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [due n/a upon entry (DA)] | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | | 8 | 10/04/12-10/04/12 | Thu 10-11p | | 10-11p | | ---Th----- | | :30 | \$8,500.00 | | 0.00 | NM | | | | | | | | | | | | |
| (M) MG for 28.1 10/08 | | 3 8 10/06/12-10/06/12 Sat Prime Special | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | | 8 | 10/06/12-10/06/12 | Sat Prime Special | | 8-10p | | -----Sa-- | | :30 | \$700.00 | | 0.00 | NM | | | | | | | | | | | | |
| (M) MG for 28.1 10/08 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 29 | 8 | 10/02/12 | 10/02/12 | Tue 8-9p | NCIS | CM | 8-9p | | -T----- | :30 | 1 | \$18,000.00 | LV1 | 0.00 | NM | 1 | \$18,000.00 | | | | | | | | | |
| NCIS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | -T----- | | 1 | | \$18,000.00 | | 0.00 | | | | | | | | | | | | | | | | | |
| E 30 | 8 | 10/03/12 | 10/03/12 | Wed 9-10p | Criminal Minds | CM | 9-10p | | --W---- | :30 | 1 | \$18,000.00 | LV1 | 0.00 | NM | 1 | \$18,000.00 | | | | | | | | | |
| CRIMINAL MINDS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | | | | | | | | | | | | |
| Week: 10/01/12 | | 10/07/12 | --W---- | | 1 | | \$18,000.00 | | 0.00 | | | | | | | | | | | | | | | | | |

Order / Rev: 36786
 Alt Order #: 08832932
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: DCCC
 Product Desc: DCCC IE
 Estimate: 1308

KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
|---|-----------|---------------------|--------------------|------------------------|-------|-----------------------|-------------|------|-------|-------------|-----|-----------------|---------------|---------------|------------|-------------|
| E 30 | 8 | 10/03/12 | 10/03/12 | Wed 9-10p | CM | 9-10p | --W---- | :30 | 1 | \$18,000.00 | LV1 | 0.00 | NM | | 1 | \$18,000.00 |
| CRIMINAL MINDS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>--W----</u> | | 1 | | \$18,000.00 | | 0.00 | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | |
| 1 | | 8 10/01/12-10/07/12 | Wed 9-10p | | | 9-10p | | | | | | --W----- | :30 | \$18,000.00 | 0.00 | |
| See MG 30.2 | | | | | | | | | | | | | | | | |
| 2 | | 8 10/01/12-10/07/12 | Wed 9-10p | | | 9-10p | | | | | | --W----- | :30 | \$18,000.00 | 0.00 | |
| (M) MG for 30.1 10/03 | | | | | | | | | | | | | | | | |
| E 31 | 8 | 10/07/12 | 10/07/12 | Sun 9-10p | CM | 9-10p | -----S | :30 | 1 | \$9,500.00 | LV1 | 0.00 | NM | | 1 | \$9,500.00 |
| THE GOOD WIFE | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>-----S</u> | | 1 | | \$9,500.00 | | 0.00 | | | | | | | | |
| E 32 | 8 | 10/07/12 | 10/07/12 | Sun 10-11p | CM | 10-11p | -----S | :30 | 1 | \$1,200.00 | LV4 | 0.00 | NM | | 1 | \$1,200.00 |
| The Mentalist | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>-----S</u> | | 1 | | \$1,200.00 | | 0.00 | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | |
| 1 | | 8 10/01/12-10/07/12 | Sun 10-11p | | | 10-11p | | | | | | -----Su | :30 | (\$1,200.00) | 0.00 | |
| See MG 32.2 | | | | | | | | | | | | | | | | |
| [due oversell and only level 4, dsc] | | | | | | | | | | | | | | | | |
| 2 | | 8 10/01/12-10/07/12 | Sat Prime Special | | | 8-10p | | | | | | -----Sa-- | :30 | \$1,200.00 | 0.00 | |
| (M) MG for 32.1 10/07 | | | | | | | | | | | | | | | | |
| E 33 | 8 | 10/02/12 | 10/05/12 | 8 News Now 11p M-F | CM | 11-1135p | -TWTF-- | :30 | 2 | \$2,200.00 | LV1 | 0.00 | NM | | 2 | \$4,400.00 |
| 8 NEWS NOW AT 11P | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>-TWTF--</u> | | 2 | | \$2,200.00 | | 0.00 | | | | | | | | |
| E 34 | 8 | 10/08/12 | 10/08/12 | 8 News Now 11p M-F | CM | 11-1135p | M----- | :30 | 1 | \$2,200.00 | LV1 | 0.00 | NM | | 1 | \$2,200.00 |
| 8 NEWS NOW AT 11P | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/08/12 - 10/14/12 | | <u>M-----</u> | | 1 | | \$2,200.00 | | 0.00 | | | | | | | | |
| E 35 | 8 | 10/06/12 | 10/07/12 | 8 News Now 11p Sa/SuCM | CM | 11-1135P | -----SS | :30 | 2 | \$1,100.00 | LV2 | 0.00 | NM | | 2 | \$2,200.00 |
| 8 NEWS NOW AT 11P | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>-----SS</u> | | 2 | | \$1,100.00 | | 0.00 | | | | | | | | |
| E 36 | 8 | 10/02/12 | 10/05/12 | Letterman | CM | 1135p-1237a | -TWTF-- | :30 | 3 | \$850.00 | LV2 | 0.00 | NM | | 3 | \$2,550.00 |
| LETTERMAN | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>-TWTF--</u> | | 3 | | \$850.00 | | 0.00 | | | | | | | | |
| E 38 | 8 | 10/03/12 | 10/03/12 | Wed 10-11p | CM | 10-11p | --W---- | :30 | 1 | \$15,000.00 | LV1 | 0.00 | NM | | 1 | \$15,000.00 |
| CSI | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>--W----</u> | | 1 | | \$15,000.00 | | 0.00 | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | | | | | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | |
| 1 | | 8 10/01/12-10/07/12 | Wed 10-11p | | | 10-11p | | | | | | --W----- | :30 | (\$15,000.00) | 0.00 | |
| See MG 38.2 | | | | | | | | | | | | | | | | |
| [Program PE'd due "ET / Inside Edition" - bco] | | | | | | | | | | | | | | | | |
| 2 | | 8 10/01/12-10/07/12 | Wed 9-10p | | | 9-10p | | | | | | --W----- | :30 | \$15,000.00 | 0.00 | |
| (M) MG for 38.1 10/03 | | | | | | | | | | | | | | | | |
| [Pgm moved to 9-10p] | | | | | | | | | | | | | | | | |
| N 40 | 8 | 10/08/12 | 10/08/12 | 8 News Now Noon M-F | CM | 12-1230p | M----- | :30 | 1 | \$750.00 | LV2 | 0.00 | NM | | 1 | \$750.00 |
| 8 News Now Noon M-F | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | | | | |
| Week: 10/01/12 - 10/07/12 | | <u>M-----</u> | | 1 | | \$750.00 | | 0.00 | | | | | | | | |

Order / Rev: 36786
Alt Order #: 08832932
Flight Dates: 10/02/12 - 10/08/12

Advertiser: DCCC
Product Desc: DCCC IE
Estimate: 1308

KLAS

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------|----------|----------|------------|------------|--------|-------|-----------|----------|--------|-----|-------|----------|--------------|------|------|-------|----------|
| N40 | 8 | 10/08/12 | 10/08/12 | 8 News Now | Noon | M-F | CM | 12-1230p | M----- | :30 | 1 | \$750.00 | LV2 | 0.00 | NM | 1 | \$750.00 |
| 8 News Now Noon M-F | | | | | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | M----- | 1 | \$750.00 | 0.00 | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | 48 | \$120,035.00 | | | | |